

# Elana Afrika-Bredenkamp, the new voice on Jacaranda FM

 By [Jessica Tennant](#)

1 Aug 2018

TV and radio personality Elana Afrika-Bredenkamp has rejoined Jacaranda FM to present the WorkZone and provide parenting advice on Elana Afrika's Baby Brunch, featured on Jacaranda FM's podcast hub, JacPod.

Here, Afrika-Bredenkamp tells us why she's excited to be back and what this opportunity affords her as a mompreneur, balancing work and motherhood...



Elana Afrika-Bredenkamp

📌 ***Congratulations on your appointment. How do you feel about it?***

I'm thrilled! I've been fortunate to work with amazing people and change makers and delighted to be back at Jacaranda FM.

📌 ***Tell us more about your Elana Afrika's Baby Brunch podcast, and how you find balancing work and motherhood.***

The podcast series started after our first Baby Brunch event in 2017. I wanted moms and dads to feel supported and have access to information easily. I am fascinated by stories people tell, about their own lives and families and we can learn so much. I feature ordinary people doing extraordinary things: parents.

### 📌 **What excites you most about Jacaranda FM and where it's going?**

I've journeyed with Jacaranda for a while. The station has made exciting changes with our listeners in mind.

Content is key, it's the hub for some of the best content and features, and joining the station again gives me an opportunity to expand my broadcasting platforms and online community even further.

### 📌 **What do you love most about your career in TV and radio?**

Having positive influence and using my talent for good. I've been a broadcaster since before social media really took off and fame as we know it was never an option. I'm blessed that I want to speak for a living and create change. I like giving back, that makes work easy and satisfying.

### 📌 **What did it take to get to where you are today?**

Leaving a perfectly balanced family behind to prove to my dad that a drama degree can actually get you work. That was 18 years ago.

Hard work, perseverance and a can-do attitude.

### 📌 **Comment on the current state of radio and what its future looks like to you.**

People love radio and digital and online options make it even more exciting. Everything becomes integrated and we now have choices as to what we want to listen to or engage in!

### 📌 **What's at the top of your to-do list?**

More music you love and making people happy. I also want women and mothers to engage. It's our time.



LIVE: Jacaranda FM launches its new brand positioning with a world first for radio

Jessica Tennant 15 Feb 2017



### 📌 **What are you currently reading / watching / listening to for work?**

Everything! My husband owns a library of business books; I'm always busy with them. I'm busy listening to the Oprah podcast series at the moment and there's absolutely no time for watching anything... except for *Sara se Geheim* on Kyknet. We've been hooked on both seasons. My devices were taken over by my toddlers many months ago!

### 📌 **Tell us something about yourself not generally known?**

People describe me as bubbly, but I'm actually a really shy and serious person.

When I move to Johannesburg, only one of my seven musical instruments will make it to my other home. We have offices and homes in both cities.

I'm a mother of four; two step kids and two toddlers.

Catch her on the WorkZone, weekdays 9am-12pm. Mack Rapapali has moved to 10pm-1am, Monday to Thursday nights.

## ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. [marketingnews@bizcommunity.com](mailto:marketingnews@bizcommunity.com)

- Have You Heard's in\_Broadcasting launches conference series - 23 Nov 2021
- Kantar study looks at changing media consumption - 22 Nov 2021
- #Loeries2021: Grand Prix winner Joe Public United's 'Unity Laces' for Converse - 19 Nov 2021
- #Loeries2021: Grand Prix winner Havas Creative Middle East's 'Liquid Billboard' for Adidas - 18 Nov 2021
- Carl Willoughby comments on TBWA and Toasted Samish's Pendoring Urrpetha win - 16 Nov 2021

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>